

MILLARD COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	13,230	13,414	13,550	1.0%	18
Total Non-Ag Employment	3,922	4,004	4,002	0.0%	19
Non-Ag Avg Monthly Wage	\$2,557	\$2,641	2,746	4.0%	13
Per Capita Income	\$23,977	\$23,991	26,693	11.3%	13
Unemployment Rate*	2.9%	2.6%	3.2%	23.1%	24
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$13.7	\$14.9	\$17.6	18.1%	21
Travel & Tourism Related Employment**	344	309	300	-2.9%	21
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$422.7	\$1,423.5	\$1,684.5	18.3%	21
Transient Room Tax	\$101.2	\$91.8	\$96.6	5.2%	22
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$152.4	\$119.3	\$148.6	24.6%	20
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	513,702	554,907	604,810	9.0%	
Palisade S.P.	211,646	233,739	290,682	24.4%	
Yuba S.P.	122,964	180,045	180,059	0.0%	
Fremont Indian S.P.	64,116	72,184	74,919	3.8%	
Territorial Statehouse S.P.	46,794	50,169	53,493	6.6%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

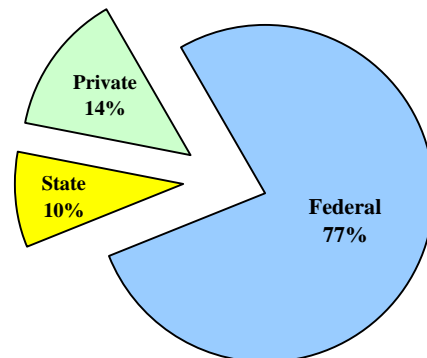
Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	4,251,149	100.0%
Federal Government	3,375,203	79.4%
BLM	3,007,407	70.7%
US Forest Service	367,796	8.7%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	405,458	9.5%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	27,135	0.6%
State Trust Lands	378,323	8.9%
Other ••	--	--
American Indian	1,157	0.0%
Private*	590,584	13.9%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Millard County Tourism Profile

